

YOUR POLAROID COLOR PACK CAMERA





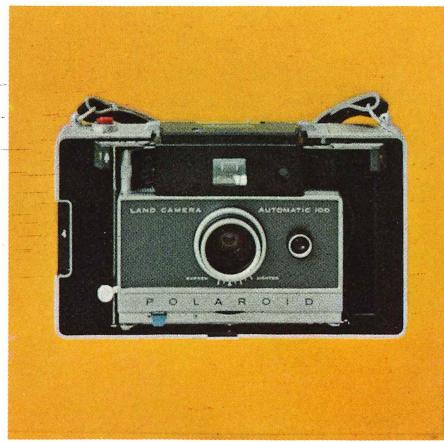
Meet the bunch at Polaroid.

Now there are more Polaroid Land camera models than ever before: Four automatic models with electronic shutters. The new Swinger. The advanced-amateur, professional Model 180. They all have different features and different capabilities to match their different prices.

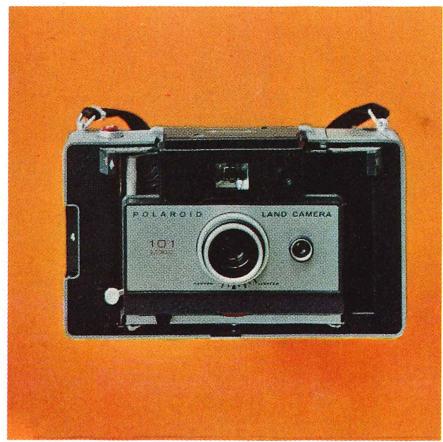
The Swinger, of course, is a black and white camera and the Model 180, although a Color Pack Camera, is entirely different from the Automatics because of its manual controls. The technique of operating these cameras is discussed at length in their instruction books.

If you own one of the Polaroid Automatic Color Pack Cameras, this magazine is for you. We hope it increases your enjoyment of your camera and gives you some ideas for making exciting and beautiful pictures.

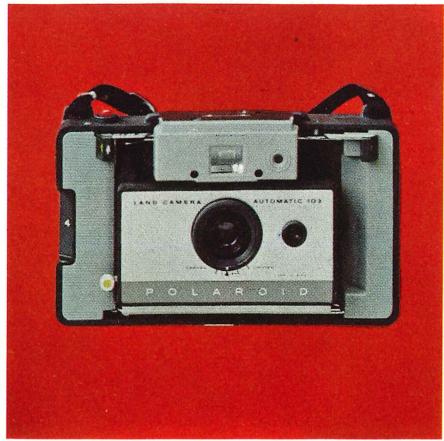
Model 100



Model 101



Model 103



Model 104

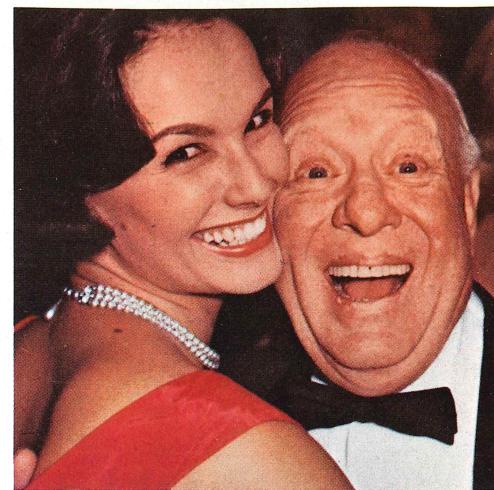


A gallery of Polaroid color pictures.

Polacolor film is particularly well suited to capturing the muted tones of nature.



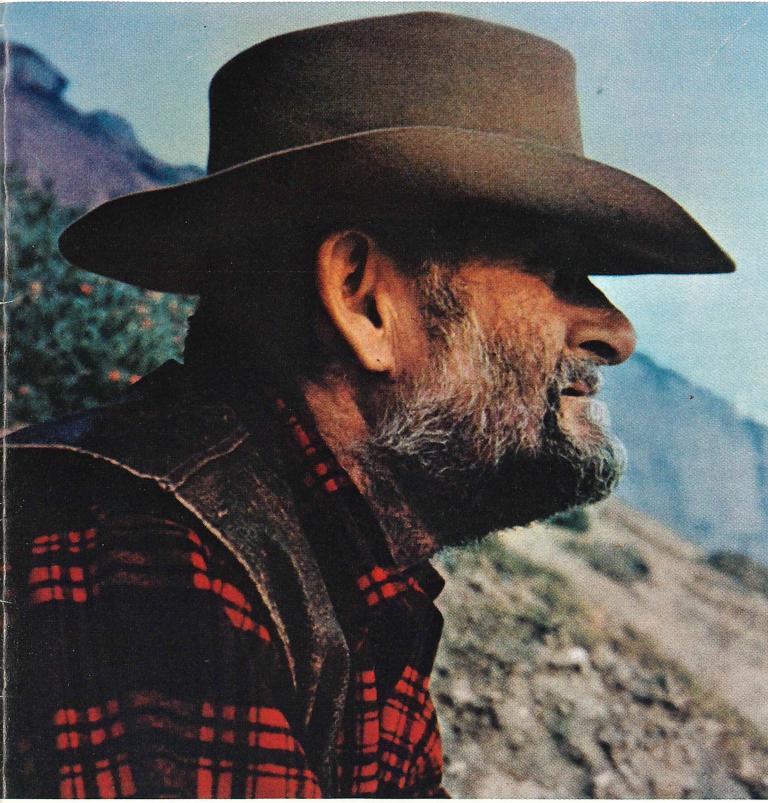
Flash shots give exciting indoor pictures.



Candid shots are charming. Train your eye to spot objects that add color to a picture such as the gumball machine.



The Portrait Kit can turn a routine vacation shot into a fascinating character study.



Give the subject something to do. It will add interest and relax your model as well.

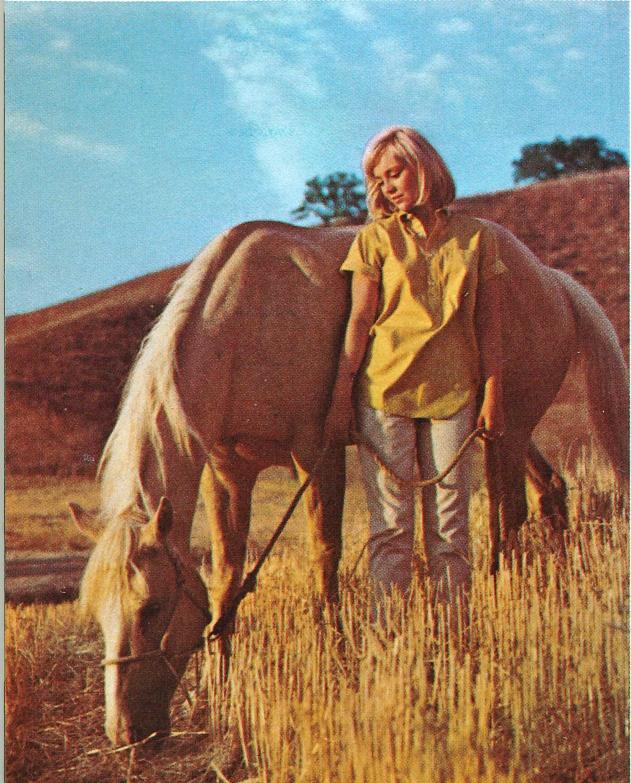


Industrial and technical pictures with Polacolor film often have a striking beauty.

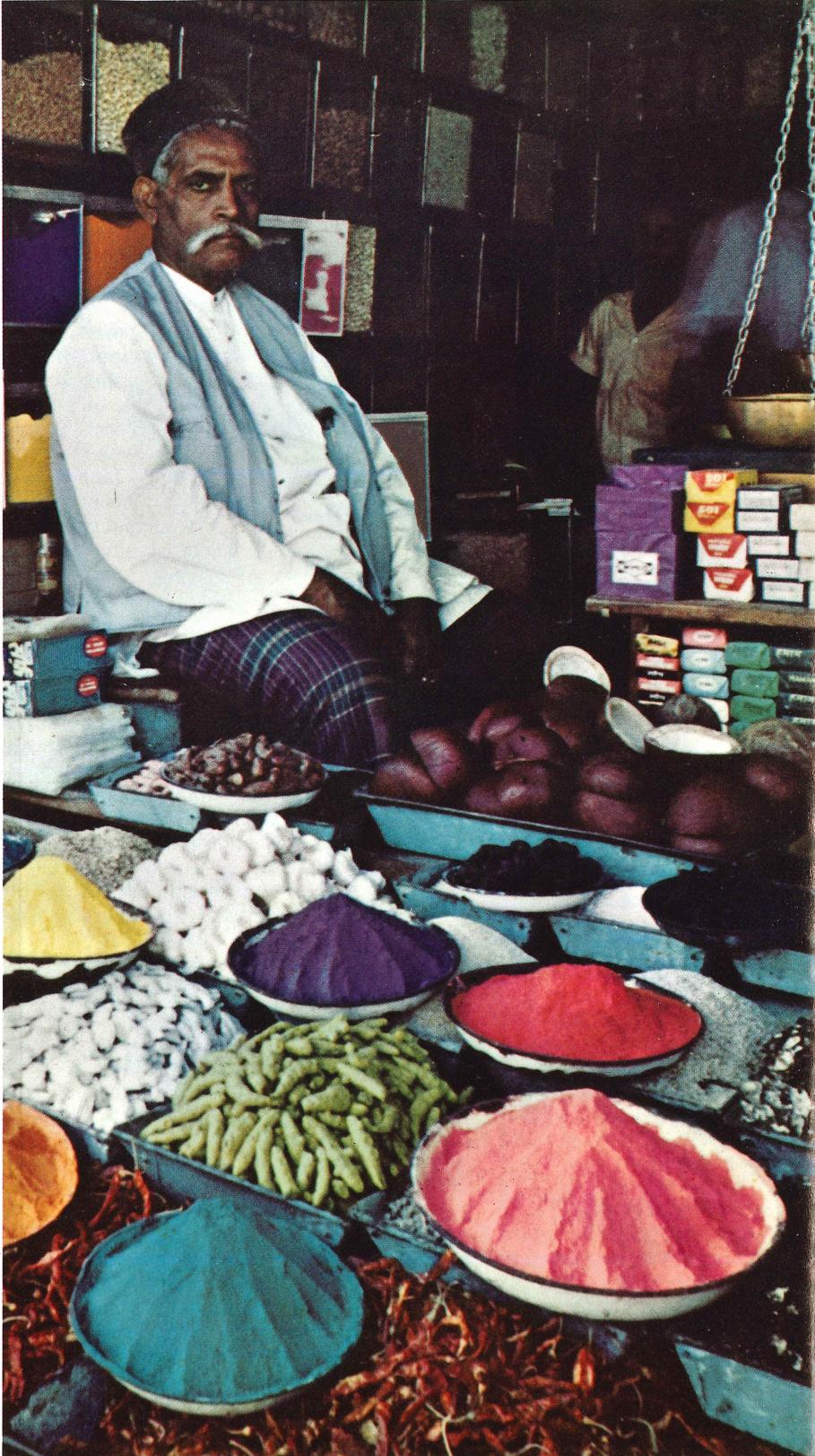


A gallery of Polaroid color pictures.

Late afternoon light when the sun is low makes this picture of a blonde girl and a Palomino in a wheat field a study in yellows.



Still lifes are a challenge to the creative photographer. This one was done with natural light from a window.



Burt Glinn, well-known professional photographer writes: "I was photographing a tourist advertising campaign for the Government of India. It was November and the monsoons had ended and the cities were at their best. In Madras, in Old Delhi, and finally in the Crawford Market of Bombay we found those merchants who retailed spices, condiments, dyes, grains, and colorings for the iridescent Indian sweets.

"On our last day in India we came across the shop in the picture. It was in a small corner off the main streets of the Crawford Market. It was only after I had made my first Polaroid exposure that I realized what we had let ourselves in for. Our retreat from our small cul-de-sac was cut off by hundreds of very friendly but insatiably curious Indians. The novelty of instant color pictures drew a sea of hands reaching for the print, jostling the camera, and I must admit, disconcerting the photographer.

"It took the intervention of the police to enable me to get a second and third exposure and then to fight our way through the wall of human flesh to the car and escape. Kipling was lucky — he only carried a pencil."

Do you know about our Customer Service Department?

Please write Customer Service, Polaroid Corporation, Cambridge, Massachusetts 02139, if you have questions that haven't been answered or if you wish more detailed information. Be sure to send sample pictures with your letter. The pictures will be returned with as much helpful information as we can provide.

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When you can't wait to see your pictures, you don't have to.